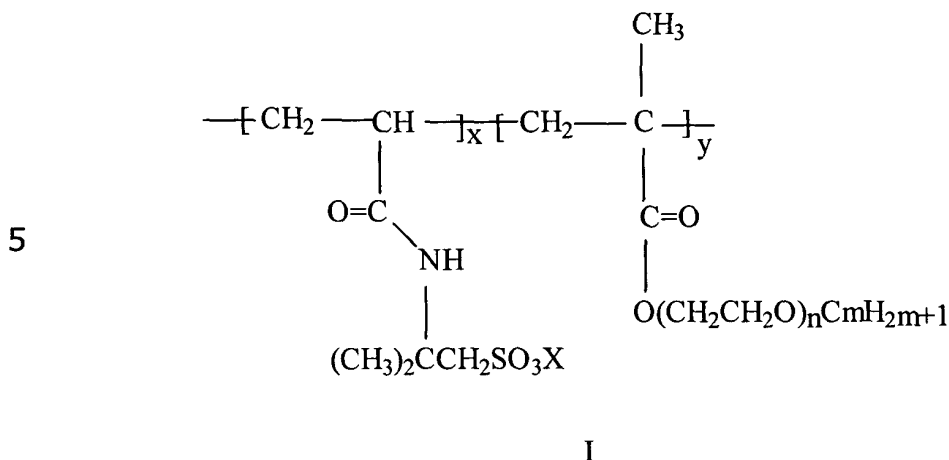


WHAT IS CLAIMED IS:

1. A method of coloring hair comprising:
  - (a) applying to the hair a composition comprising;
    - 5 (i) a colorant formula including from about 0.01 to about 10% by weight of the composition of an oxidation dye precursor in a cosmetically acceptable carrier; and
    - (ii) a developer formula including from about 0.01 to about 10% by weight of the composition of an alkoxyated taurate copolymer and from about 0.1 to about 10% by weight of the composition  
10 of hydrogen peroxide in a cosmetically acceptable carrier;wherein the colorant and the developer formulas are applied to the hair separately or together in a relative weight ratio of 10:1 to 1:10; and
  - (b) removing the hair coloring composition from the hair.
- 15 2. The method according to claim 1 wherein the alkoxyated taurate copolymer is a hydrophobically modified copolymer of acrylamidopropane sulphonic acid or salt and methacrylate esters of ethoxylated or propoxylated fatty alcohols.

3. The method according to claim 2 wherein the alkoxylated taurate copolymer has the structure I.



10 wherein X is selected from the group consisting of hydrogen, alkali metal, alkaline earth metal, ammonium, C<sub>1</sub>-C<sub>20</sub> alkyl ammonium and combinations thereof; x and y may each range from 5 to 200; m may range from 12 to 24; and n may range from 5 to 50.

4. The method according to claim 1 wherein the alkoxylated taurate copolymer is a salt of acryloyldimethyltaurates/beheneth-25 methacrylate copolymer.

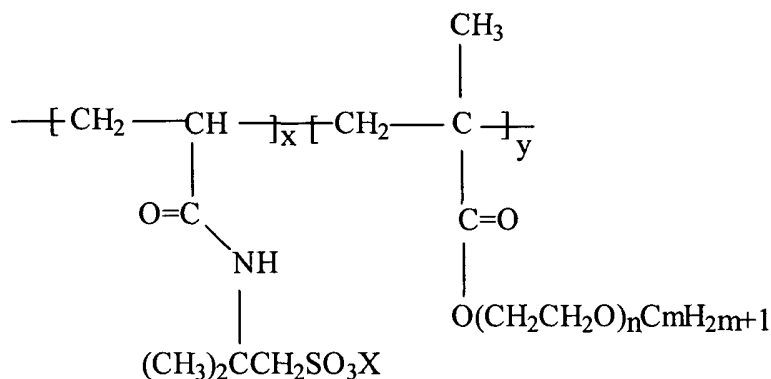
15 5. The method according to claim 4 wherein the amount of alkoxylated taurate copolymer ranges from about 0.2 to about 2% by weight of the composition.

6. A composition for dyeing hair comprising:

- (i) from about 0.01 to about 10% by weight of the composition of an alkoxyated taurate copolymer;
- (ii) from about 0.1 to about 10% by weight of the composition of hydrogen peroxide; and
- (iii) a cosmetically acceptable carrier.

7. The composition according to claim 6 wherein the alkoxyated taurate copolymer is a hydrophobically modified copolymer of acrylamidopropane sulphonic acid or salt and methacrylate esters of ethoxylated or propoxylated fatty alcohols.

8. The composition according to claim 7 wherein the alkoxyated taurate has the structure I.



I

wherein X is selected from the group consisting of hydrogen, alkali metal, alkaline earth metal, ammonium, C<sub>1</sub>-C<sub>20</sub> alkyl ammonium and combinations thereof; x and y may each range from 5 to 200; m may range from 12 to 24; and n may range from 5 to 50.

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9. The composition according to claim 6 wherein the alkoxylated taurate copolymer is a salt of acryloyldimethyltaurates/beheneth-25 methacrylate copolymer.